



Laoise Leahy

By Leahy, Fine Jewellery

By Leahy is a handmade fine jewellery brand founded by designer and maker Laoise Leahy. By Leahy is inspired by a special family necklace passed down through three generations of Laoise's family. With a focus on personalisation, each handmade piece of By Leahy, Fine Jewellery is designed to capture memories, and celebrate the most special moments in life.

With over 14 years working in the retail marketing space, Laoise's direct experience working with customers has helped her create a truly customer-centric brand. Led by her customer's desire for something unique and personal to celebrate those special moments in life, Laoise works closely with each customer to deliver the most personalised experience and end product.

All items in the collection are 100% designed and handmade in Ireland. Solely using precious metal, each item is designed and made with consideration, to be enjoyed every day and shared with future generations in time. It is a slow and sustainable approach to jewellery making, with each item made-to-order, resulting in zero waste.

The brand launched in 2019 while Laoise worked as Head of Brand for a tech company. Strong growth fuelled the opportunity to commit to the business full time and 2022 marked a significant step-change for the brand. By Leahy ships globally with customers in Ireland, the UK, the US, Australia, and the Far East. While predominately D2C, By Leahy is also stocked by leading and much-loved boutiques and department stores in Ireland and has ambitious plans for international growth.

www.byleahy.com